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The Advisor

Jan/Feb 2007

A York County Newsletter for Professional Horticulturists
And Workers in the Green Industry

2007 Calendar of Events

- Jan 23-25 **Virginia Grown Conference and Trade Show**, Williamsburg, VA. www.vfdma.org/vagrown.html 540-667-9101
- Jan 29-Feb 2 **Mid-Atlantic Horticulture Short Course (MAHSC)**, Virginia Beach, VA. www.mahsc.org
- Jan 31-Feb 3 **ANLA Management Clinic**, Louisville, KY. www.managementclinic.org
- Feb 6 **Landscapers "BMP,s" – Pruning: Tool and Techniques**, Yorktown Branch, York County Public Library (Rt 17 & Battle Rd), Yorktown, VA. www.yorkcounty.gov/vce/upcomingevents/hort/LandscapersBMP'sFlyer_0607.pdf
- Feb 8-9 **National Workshop on Plant Breeding**, Raleigh, NC. www.plantbreedingworkshop.ncsu.edu/ and www.csrees.usda.gov/newsroom/events/pdfs/pbgg_02.pdf
- Feb 14-17 **42nd Annual National Farm Machinery Show and Championship Tractor Pull**, Louisville, KY. www.maera.org/pages/nfmshow.html
- Feb 15-18 **Virginia Flower and Garden Show, Theme: Dream Gardens**, Virginia Beach Convention Center
- Feb 21-24 **Mid-Atlantic Direct Marketing Conference**, Solomons Island, MD. www.madmc.com 410-822-1244
- Feb 22-25 **18th Annual Maymont Flower & Garden Show**, Greater Richmond Convention Center Exhibit Hall, Richmond, VA. www.macevents.com/show.cfm?eventID=139. 800-332-3976 ext 118
- Feb 22-25 **Capital Home and Garden Show**, Dulles Expo Center, Chantilly, VA. www.capitalhomeshow.com
- Feb 23 **Green Matters Symposium: Trees: Urban Re-Leaf** Brookside Gardens Visitor's Center, Wheaton, MD. www.mc-mncppc.org/parks/brookside/greenmatters/greenmatters.shtm
- Mar 4-11 **Philadelphia Flower Show**, Pennsylvania Convention Center. www.theflowershow.com/home/index.html
- Mar 6 **Landscapers "BMP,s" –Turf Management**, Yorktown Branch, York County Public Library (Rt 17 & Battle Rd), Yorktown, VA. www.yorkcounty.gov/vce/upcomingevents/hort/LandscapersBMP'sFlyer_0607.pdf
- Mar 10 **Horticultural Extravaganza**, Tabb High School, Tabb, VA, sponsored by York County Office, Virginia Cooperative Extension. www.yorkcounty.gov/vce/upcomingevents/hort/hort_extrav.htm
- Apr 14-22 **Spring California Pack Trials**
- Apr 21 **CNU's 10th Annual Gardening Symposium**, Newport News, VA.
- May 22-26 **RHS Chelsea Flower Show**, Royal Hospital, Chelsea, London SW3. www.rhs.org.uk/chelsea/2007/index.asp
- Jun 20-23 **2007 South East Greenhouse Conference**, Greenville, SC. www.gardencentersofamerica.org/cde.cfm?event=141156
- Jul 16-19 **American Society for Horticultural Science Annual Conference**, Scottsdale, AZ. www.ashs.org/conferences.html
- Aug 9-11 **SNA 2007, "The Worlds Showcase of Horticulture"**® Atlanta, GA www.sna.org/
- Aug 23-25 **Farwest Show**, Oregon Convention Center, Portland, OR. www.farwestshow.com

www.ext.vt.edu

Extension is a joint program of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and state and local governments.

Virginia Cooperative Extension programs and employment are open to all, regardless of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. An equal opportunity/affirmative action employer.

DOLLARS & SENSE

BOOMERS PLAN TO STAY IN CURRENT RESIDENCE

A Focalyst™ study for Home Depot of over 30,000 consumers age 50 or older found that over 60% plan to stay in their current home during the next 5 years and intend to make home improvements to improve home comfort and functionality in anticipation of spending more time at home, enjoying hobbies, and entertaining. Key home improvement findings include the following:

- 60 percent expect to live in their current residence during the next five years.
- 65 percent plan to remodel or improve their homes.
- 42 percent of all home improvement projects will be done by outside contractors.
- 77 percent believe how their home look is an important part of who they are.

Home Depot used this information in designing their exhibit at last years Life@50+|AARP's National Event and Expo.

www.focalyst.com/Sites/Focalyst/Media/Pdfs/en/PressReleases/58D6F0D0.pdf.

DON'T COUNT ON BRAND LOYALTY FROM BOOMERS

Another Focalyst study found that "Boomers and 50+ consumers are at least as likely to switch brands and experiment with new products as teens and other younger cohorts." They also found that most companies do little to nothing to target this older population, which has significant discretionary spending – you may want to target them. But be careful of pitfalls in your pitches as Focalyst also found that "In many ways, targeting Boomers and 50+ consumers effectively is more about avoiding negatives than reinforcing positives. This age group responds strongly, and by wider margins, to a host of questions about "negative" impact of advertising, with tangible blowback in terms of changing products and lingering resentment." For more information visit their website at www.focalyst.com.

ANLA CALLS FOR ACTION ON AGJOBS BILL

American Nursery and Landscape Association (ANLA) continues its call for action to fix the increasing labor crisis facing American agriculture. They issued an "Action Alert" for the Agricultural Job Opportunity, Benefits, and Security Act of 2007 (AgJOBS) which has been introduced in the 110th Congress. The proposed Act would restructure and reform the current H-2A temporary agricultural worker program. This would be accomplished by (1) substantially streamlining the program's administrative procedures, including eliminating the labor certification process, (2) reforming the requirements for H-2A employers, including an immediate reduction and gradual elimination of the Adverse Effect Wage Rate, (3) streamlining the process for admission of H-2A aliens, and (4) allowing aliens not currently in the program to acquire H-2A status.

www.anla.org/applications/PressReleases/releases/0265.htm

PLUM POX VIRUS THREAT TO U.S. PRUNUS SPECIES

Plum pox virus (PPV), also known as sharka, is the most devastating viral disease worldwide of stone fruit including peaches, apricots, plums, nectarines, almonds, and sweet and tart cherries. First described on plums in Bulgaria in 1915, PPV has spread to a large part of Europe, the Mediterranean, the Middle East (Egypt and Syria), India, Chile, Canada, Argentina, and China. In 1999, it was detected in Pennsylvania where over 1,600 acres of commercial orchards and homeowner trees were destroyed at a cost of over \$40 million. More than 40 *Prunus* species are now known to be susceptible to this virus, including native cherry and plum trees and popular flowering *Prunus* ornamentals such as flowering cherry and dwarf flowering almond. Other stone fruit trees, including peach, nectarine, plum, apricot and cherries, are also susceptible.



PPV is spread from tree to tree by aphids and through grafting infected budwood onto non-infected plants.

Studies indicate that at least 14 aphid species can transmit PPV.

Long-distance spread usually occurs as a result of the movement of infected nursery stock or propagative materials. Symptoms of plum pox infection include leaf and fruit yellowing, fruit deformation, and premature fruit drop. PPV can lead to serious plant decline and unmarketable fruit.

A TRANSGENIC ANSWER TO PLUM POX PROBLEM

Agricultural Research Service (ARS) researchers have taken a proactive step to develop a PPV-resistant plum tree through genetic engineering.



The new PPV-resistant variety is named HoneySweet. ARS has not released HoneySweet as a variety and will not consider a public release until after FDA and EPA have completed their regulatory

reviews. With APHIS approval for deregulation under consideration, ARS is expanding its discussions with plum growers and the nursery industry on potential use of the plum pox resistance technology. APHIS deregulation provides regulatory approval for HoneySweet to be used in breeding programs and any progeny of HoneySweet will also be considered deregulated by APHIS. Regulatory approval is the first step in development of plans for use and release of the HoneySweet plum. Similar success has not yet occurred in attempts to genetically modify other *Prunus* species.

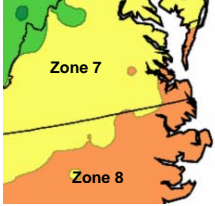
Current APHIS's Control and prevention measures for PPV include field surveys, use of certified nursery materials, use of resistant plants (when available), control of aphids, and elimination of infected trees in nurseries and orchards.

www.ars.usda.gov/is/br/plumpox/index.htm

www.aphis.usda.gov/lpa/pubs/fsheet_faq_notice/fs_phplum.html

E.Y.I**NEW 2006 HARDINESS ZONE MAP**

The National Arbor Day Foundation® recently completed an extensive updating of the 1990 U.S. Hardiness Zones using data from 5,000 National Climatic Data Center



stations. See the complete map and download a high resolution TIF at www.arborday.org/media/zones.cfm. Check out the map highlighting the changes between 1990 and 2006. Tidewater area straddles Zone 7 and 8 with Zone 8 covering

Southside and Lower Peninsula. We see plants blooming earlier; are you experimenting with or stocking plants not traditionally hardy in our area?

PS: The USDA map has not updated yet.

HORTICULTURE CONVERSATIONS

The November 2006 issue of *Horticulture's Mid-Atlantic Supplement*, features a conversation with Becky Heath, of *Brent and Becky's Bulbs* of Gloucester. Check out their bulb recommendations for 2006.

2007 RHODODENDRON OF THE YEAR (ROY) AWARDS

Twenty-seven rhododendrons selected for their adaptability in eight regions of the United States have been awarded 2007 ROY honors. To be selected for a ROY award a plant must have excellent foliage and flowers, have an attractive growth habit, prove itself hardy for the specific region and be pest and disease resistant. Selections for the Mid-Atlantic geographic region are:

- Elepidote Rhododendron: 'Caroline'
- Lepidote Rhododendron: 'Olga Mezitt'
- Evergreen Azalea: 'Fairfax'



Photo by Henk Borsje



Photo by Sally & John Perkins



Photo by Steve Henning

Descriptions and information on other regions ROY can be found at the ARS website: www.rhododendron.org

2007 AHGA HOSTA OF THE YEAR 'PARADIGM'

Hosta 'Paradigm' makes a large clump (20" H X 46" W) of heavily puckered, bright golden yellow heart-shaped leaves bordered by a wide dark green margin. Masses of near white flowers open in Jun-Jul. It is admired for its rich color combination and



its good performance in all regions of the country.

www.hostagrowers.org/ahga_hosta.html

2007 AMERICA'S ANNIVERSARY GARDEN™ CONTEST

Any type of Anniversary Garden, including residential, neighborhood, municipal, business, school, church, hospital, park, airport, racetrack and arboreta is eligible, as well as commercial garden center and farmers market displays and landscape design/installation/maintenance projects. For more information, check www.ext.vt.edu/americasgarden/Contest.html or contact your local Virginia Cooperative Extension Office - www.ext.vt.edu/offices. Check out *News and Projects* to see Virginia's *Red, White and Blue!* postings.

EDUCATIONAL RESOURCES**MID-ATLANTIC HORTICULTURE SHORT COURSE**

Plan now to attend the 2007 Mid-Atlantic Horticulture Short Course, to be held in Virginia Beach, Jan 29 – Feb 1, 2007. This is a comprehensive educational program with one, two, three and four-day tracks. Courses are specially designed by national and regional experts in the horticulture industry. Educational credits are given for many of the various horticulture disciplines. Details on the web at www.mahsc.org -- Check it out; register early!

PESTICIDE APPLICATOR RECERTIFICATION COURSES

Calendar of Courses through March 2007- Planned or Pending Approval for Recertification of Virginia Certified Commercial Pesticide Applicators is now posted on the VDACS website at www.vdacs.virginia.gov/pesticides/pending.shtml.

Also make sure you read and understand [Applicator Regulatory Changes](#) and [Applicator Responsibilities](#).

Make sure you have the latest study materials as new exams will be in place at DMV by Jan 16th.

LANDSCAPERS BMP'S CLASSES

These are for the Professional Landscape Industry. Learn the current research based recommendations from Virginia Tech.

Feb 6 Pruning: Tools and Techniques

Mar 6 Turf Management

For Reservations contact York (757-898-4940) or James City County (757-564-2170) Extension offices. For more information, location and times go to:

www.yorkcounty.gov/vce/upcomingevents/upcomingeventpg.htm

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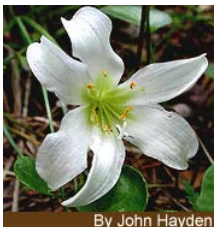
FEATURE ARTICLE2007 Plant Winners2007 PERENNIAL PLANT OF THE YEAR***Nepeta 'Walker's Low'***

is the Perennial Plant Association's 2007 Perennial Plant of the Year™. Introduced in 1988 in Europe, Walker's Low catmint became increasingly popular due to its lovely blue-violet flowers and its long bloom

time, attractive grey-green foliage, ease of propagation, lack of pest or disease problems, and low maintenance requirements. Great for attracting bees, butterflies and other pollinating insects, but is deer and rabbit resistant. Leaves release a wonderful aroma when crushed.

Walker's Low is named for a garden and the name is not related to plant size, which is 30 to 36 inches tall and wide. Grows best in full sun, but can tolerate shade in hot climates, well-drained soil and neutral pH. A good companion plant, great for perennial borders, but can be used in herb gardens, rock gardens, as a ground cover, or as a container plant.

www.perennialplant.org

VIRGINIA'S WILDFLOWER OF THE YEAR 2007

By John Hayden

***Zephyranthes atamasca*, the**

Atamasco Lily, is the Virginia Native Plant Society's Wildflower of the Year for 2007. Simple and pure, atamasco lilies were among the first of many beautiful wildflowers to be noticed by the Jamestown colonists as they explored the

tidewater region of southeastern Virginia.

Atamasco lily is found from southern Virginia south to northern Florida and west to Mississippi, mostly in the coastal plain and somewhat less frequent in the piedmont region of these states. Atamasco lily is a perennial herb that grows from a subterranean bulb. The bulbs are frost sensitive, so cultivation is feasible only in areas that experience minimal amounts of freezing in winter.

Do not collect atamasco lily in the wild and be certain that all native plants purchased for home gardens are nursery propagated, not wild-collected.

<http://www.vnps.org/woy/zephyranthes.pdf>

2007 ALL AMERICAN SELECTIONSFlower Award Winner***Celosia 'Fresh Look Gold'***

'Fresh Look Gold' plants are embellished with bright golden plumes that remain colorful all season, not "browning" with maturity. Since the plumes remain attractive, there is no reason to deadhead and no pest problems are expected. It proved to

be heat, humidity and rain tolerant in AAS Trials across North America. Plants will grow to a height of one foot. This celosia is one of the best annuals for season-long performance.

Bedding Plant Award Winners***Petunia F1 'Opera Supreme Pink Morn'***

A vigorous trailing petunia with iridescent pink blooms with a silvery shine causing blooms to shimmer. The 2.5-inch flowers are pink, shading to creamy white in the center, with a

yellow throat. Plants are continuously flowering, attain a height of only 4 to 6 inches, and spread three feet in sunny locations. This spreading quality covers garden soil and can choke weeds beautifully. 'Opera Supreme Pink Morn' can be relied on for exceptional garden performance without pruning or deadheading.

***Vinca 'Pacific burgundy Halo'***

This first vinca with a burgundy halo surrounding a large white center is early flowering with a well balanced plant form and proven heat and drought tolerance.

Reaches a foot tall and wide when mature. Due to the ease of growing and continuous flowering, 'Pacifica Burgundy Halo' is perfectly suitable for any garden or patio planters that receive sun and Vinca needs less water than other annuals. Gardeners can rely on 'Pacifica Burgundy Halo' to provide color all summer without pinching or tending to plant maintenance.

Vegetable Award Winner***Pepper F1 'Holy Molé'***

'Holy Molé' is the first hybrid pasilla-type pepper used to make the famous molé sauce. 'Holy Molé' showed improved vigor, earliness and considerably higher yield than the comparisons in side-by-side trials. It is resistant to two common viruses that stunt plants and reduce pepper production. The immature green peppers are 7 to 9 inches long and can be harvested in about 85 days from

transplanting. If fruit is left on the plant, they will mature to a dark chocolate color. The pepper flavor is nutty and tangy. Mature plants are 3 feet tall; a perfect size for patio containers. 'Holy Molé' is easily grown in a sunny location and thrives on summer heat.

Detail description, growing conditions, and plant characteristics for the winners can be found at the AAS web site:

www.all-americanselections.org/Winners.asp.

2007 All-American Rose Selections

AARS 2007 selections are **Rainbow Knock Out®**, **Moondance™**, and **Strike It Rich™**. See *The Advisor* issue for Jul/Aug 2006 (Vol 4, No 4) for information on these new award-winning roses or go to AARS' web site at www.rose.org